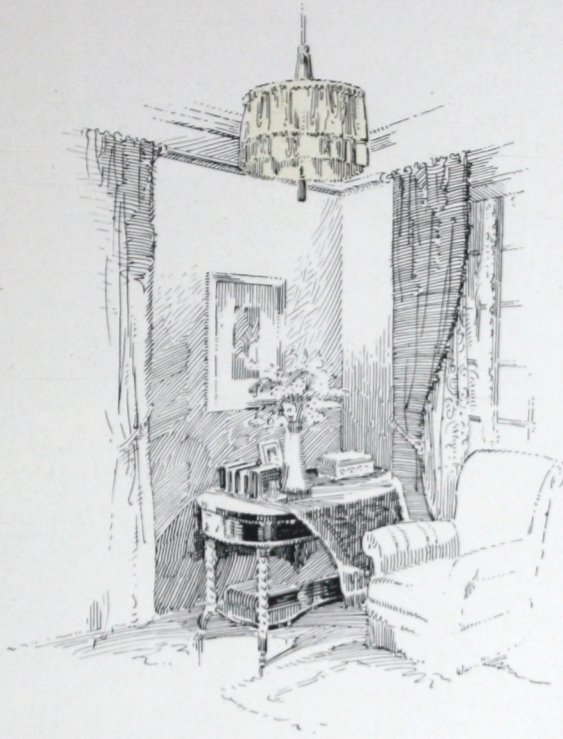


THE LIGHT TO LIVE WITH



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DUPLEX LIGHTING WORKS

OF GENERAL ELECTRIC CO.



6 WEST 48th STREET
NEW YORK CITY

The Duplexalites described in this publication are manufactured and
sold under Duplexalite Corporation patents



WITH
DUPLEXALITE
INSIDE
THE SHADE



WITHOUT
DUPLEXALITE

Examples of Good and Bad Lighting Using the
Same Lamp and Shade

WHAT IS GOOD LIGHTING?



*Good Lighting is Found on the Shady
Side of a Tree on a Sunny Afternoon*

LET US substitute for the sun a Mazda C lamp, for the sky the ceiling of your room, and for the tree the Duplexalite. From the ceiling you now get a soft radiance which floods the entire room as completely as though it were open to the sky. From the diffusing disc of the Duplexalite, you get a generous addition of light directly beneath, which has all the directional quality of sunlight filtered through foliage. At the same time, the Duplexalite is protecting your eyes from the brilliancy of the Mazda C lamp as comfortably as the tree offers protection from the glare of the sun.

You can no more dispense with the ceiling reflection than you can the sky. Nor would the unshaded brightness of the Mazda C lamp offer any more advantage to see by than the desert sun at noon.

By means of the Duplexalite, the Mazda C lamp has been equipped in a way to produce the most charming lighting effect that occurs in nature.

Good lighting is the proper distribution of brightness.



D-131 Standard Duplexalite

STANDARD DUPLEXALITES

THE Standard Duplexalite is the basis of all forms of Duplexalites, and is essential for Duplex Lighting. It consists of the necessary ceiling plate or canopy adapted to all standard ceiling outlets, a suspension made of specially constructed silk-covered electric cable with "Acorn" strain-relief grip at top and bottom, an electric lamp socket enclosed in a substantial cover of simple design, a characteristic metal deflector and moulded glass disc supported by flat metal hooks which lock these parts in the correctly focused position for the rated size of Mazda C lamp. The deflector, socket-cover and canopy are finished in the most durable matt-surfaced enamel of a deep ivory color, the interior reflecting surface being of white enamel.

Number	Wattage of Lamp	Socket	Length Overall	Diameter of Deflector	Price
D-131	100-150	Medium	36"	12"	\$12.50
D-231	200	Medium	48"	14"	15.50
D-531	300-500	Mogul	60"	16"	20.00

Prices are for complete Duplexalite without Mazda C lamp.

The drafting room below was photographed by Duplex Lighting only. This is an example of many installations of Duplexalites in offices and other locations where the value of perfect illumination is appreciated.

Note that the working surfaces are more plainly visible than the Duplexalites themselves.



Standard Duplexalites in the Drafting Room of the Air Nitrates Corporation,
New York City

DECORATIVE POSSIBILITIES OF DUPLEX LIGHTING

*The Unseen Duplexalite Enhances a Beautiful
Shade and Produces a Beautiful Lighting Effect*

THE characteristic distribution of light from the Duplexalite opens up an entirely new field of decorative possibilities. Heretofore the use of decorative shades has been limited by the necessity for producing an acceptable lighting result by means of the fabrics employed. For this reason, it has always been necessary to provide such shades with a white lining and to avoid the use of many colors otherwise desirable, because of their effect upon the light transmitted.

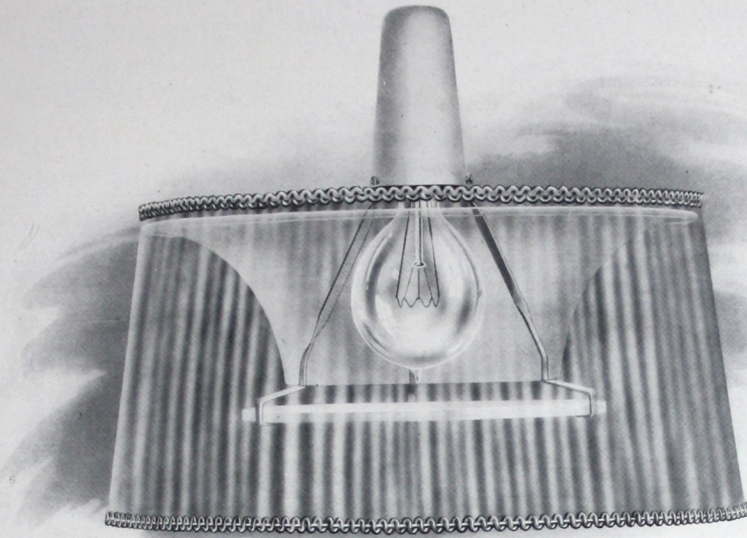
The self-illumination of the Duplexalite is sufficient to attractively illuminate any form of decorative shade without interfering in any way with the upward and downward lighting. The significance of this lies in the fact that Duplexalite shades are illuminated for the purpose of beautifying them, instead of being over-lighted for the purpose of general illumination. This permits of the use of almost any translucent fabric which may happen to meet a decorative requirement or suit an individual taste.

The photographs we reproduce below illustrate the notable fact that the illumination produced with a Duplexalite is unchanged by the addition of the shade.



Examples of Duplex Lighting with and without a shade

PHANTOM VIEW OF EMPIRE DUPLEXALITE



IN this illustration a Duplexalite shade (*of silk*) and the Duplexalite deflector (*of metal*) are shown as *transparent* in order to illustrate clearly the mechanical construction of this effective lighting device.

From this illustration it will be understood that all light from the brilliant filament of the Mazda C lamp is utilized in the following way:

- 1 — From the top of the wide-mouthed deflector a large portion of the rays go directly from the lamp to the ceiling.
- 2 — All rays intercepted by the metal deflector, which is white enameled inside, are deflected either upward to the ceiling or downward through the diffusing disc.
- 3 — The rest of the light rays go directly from the lamp to the translucent glass diffusing disc, through which the direct light is filtered to an agreeable softness.
- 4 — A small amount of the light is reflected upward from the outer edge of the diffusing disc so that it illuminates the *outside* of the metal deflector. It is this self-illuminating feature which makes the Duplexalite so perfect a "*servant of light*"—useful but not conspicuous—and which provides the soft beautifying illumination of the Duplexalite shade.

In addition to the lighting advantages, please note also the following practical conveniences:

- 1 — The Duplexalite shades may be removed by tilting and taking off sideways. They may be put away for the summer with the curtains, changed from warm colored silks in winter to bright figured cretonnes in summer, or changed from room to room in a few moments for special occasions.
- 2 — Raising the metal deflector straight up a few inches unlocks the diffusing disc which may be washed as easily as a lunch plate, and may be locked into place again by merely raising and lowering the deflector.
- 3 — The deflector is finished in vitreous enamel and is easily kept clean by occasional dusting.
- 4 — Duplexalite construction affords the most perfect ventilation, thus insuring the longest life and efficiency of the Mazda C lamp.



No. D-131-5021 Empire Duplexalite

EMPIRE DUPLEXALITES

THE Empire Shade is historic. In its dignified simplicity, it embodies the typical construction of all Duplexalite shades, consisting of an upper ring with projecting supports which rest on the deflector, and a substantial frame over which the shade is formed. Its conventional lines conform with the best standards of taste for a wide variety of uses. Empire Duplexalites are made of silk gathered on the frame with stretched silk lining and gimp trimmings.

Number	Wattage of Lamp	Diameter of Shade	Length	Price
D-131-5021	100-150	14"	36"	\$18.00
D-231-5021	200	16"	48"	22.00
D-531-5021	300-500	19"	60"	29.00

PRICES — For complete Duplexalite and shade, without Mazda C lamp.

COLORS — Ecrú, Gold, or Old Rose. For other colors add 10%.

FRINGE — For three-inch silk fringe at bottom of shade, add 20%.



Reception Hall of a New York Residence which is lighted throughout with Duplexalite



D-131-5020 Figured Net Empire Duplexalite

FIGURED NET EMPIRE DUPLEXALITES

THESE decorative Empire shades are made of colored silks covered with figured net and trimmed with gold or colored braids to harmonize with the colored pattern. The delicate tracteries are thrown into just the right relief on a Duplexalite. The patterns are consequently very effective, whether seen lighted or by daylight.

Number	Wattage of Lamp	Diameter of Shade	Length	Price
D-131-5020	100-150	14"	36"	\$22.50
D-231-5020	200	16"	48"	27.00
D-531-5020	300-500	19"	60"	34.50

PRICES — For complete Duplexalite with shade and tassel, without Mazda C lamp.

COLOR "A"— Blue and gold figured net over gold silk lining, trimmed with gold braid.

COLOR "B"— Net with ecru woven ground. Flowers in blue and mulberry. Grey silk lining. Trimmed with blue braid.

COLOR "C"— Net with ecru woven ground. Flowers in old rose and blue. Old rose silk lining. Trimmed with old rose braid.



Note how the Figured Net Duplexalite Harmonizes with the Hangings in this Living Room



D-131-5010 Dining Room Duplexalite

DINING ROOM DUPLEXALITES

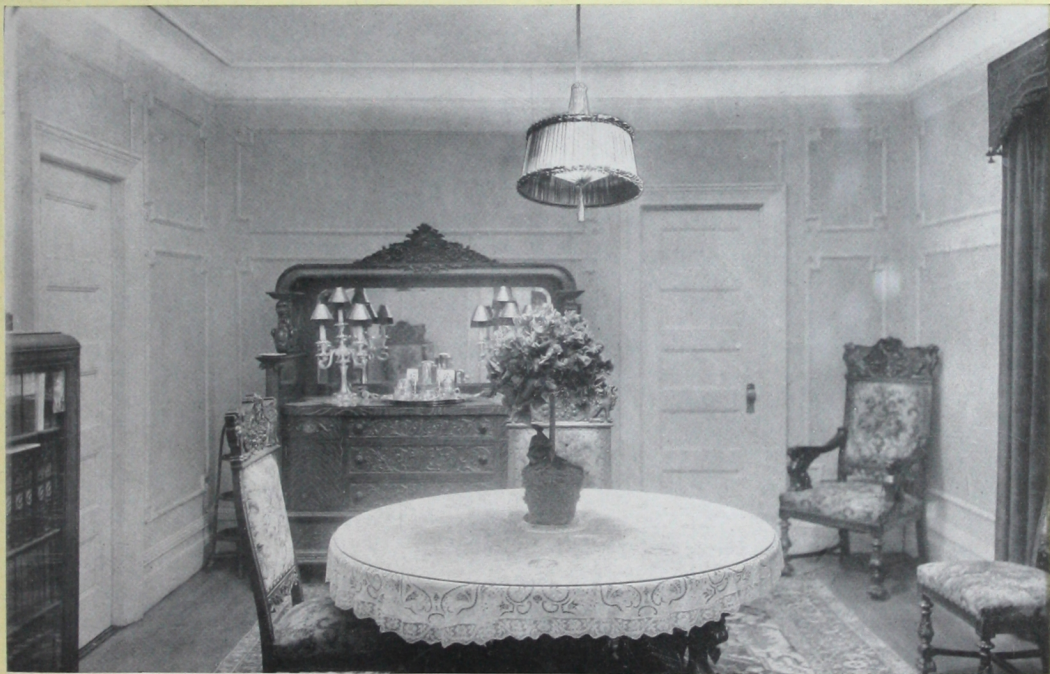
DINING Room Duplexalites are fitted with shades having the silk closely plaited and finished in ruching form at top and bottom. The stretched silk lining is in every case of a warm colored tint, and the bottom disc is furnished with an ornamental silk cover of the same tint.

Number	Wattage of Lamp	Diameter of Shade	Length	Price
D-131-5010	100-150	14½"	36"	\$32.50
D-231-5010	200	16½"	48"	38.00
D-531-5010	300-500	19½"	60"	47.50

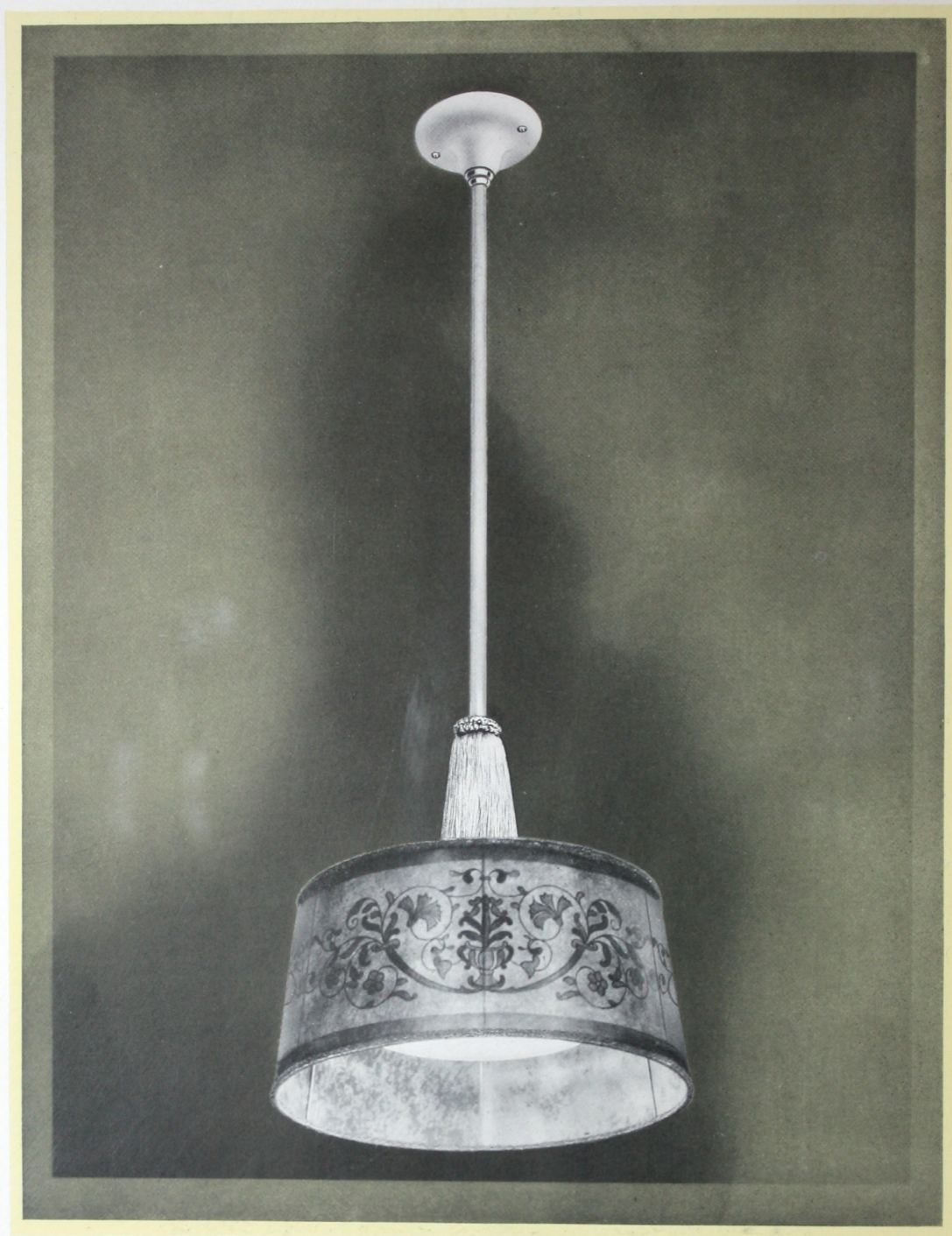
PRICES — For complete Duplexalite with shade, tassel and disc cover, without Mazda C lamp.

COLORS — Old Gold, Delft Blue, French Gray or Deep Red. For other colors add 10%.

FRINGE — For 4-inch silk fringe at the bottom of shade, add 20%.



The table lighting filters through a gold colored silken disc cover while the furniture in the background is enriched by the general illumination.



D-131-5012 Painted Parchment Duplexalite

PAINTED PARCHMENT DUPLEXALITES

AMONG the most useful and durable materials for making Duplexalite shades is Japanese Parchment. Parchment Duplexalites are made in the Empire form in antique finish and bound with antique gold galloon. Painted Parchment Duplexalites are among the most finished productions obtainable in decorative shades.

Number	Wattage of Lamp	Diameter of Shade	Length	Price
D-131-5012	100-150	14"	36"	\$34.00
D-231-5012	200	16"	48"	43.00
D-531-5012	300-500	19"	60"	53.50

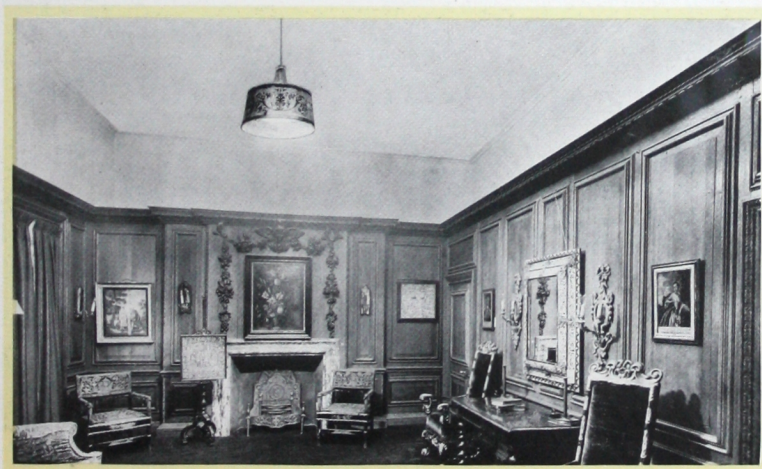
PRICES — For complete Duplexalite with shade and tassel, without Mazda C lamp.

PLAIN PARCHMENT DUPLEXALITES

Plain Parchment Duplexalites are furnished with shades of Japanese Parchment in antique finish and bound with antique gold galloon. Silk tassel for socket cover is not included, and the effect obtained is one of extreme simplicity and high quality.

Number	Wattage of Lamp	Diameter of Shade	Length	Price
D-131-5011	100-150	14"	36"	\$20.00
D-231-5011	200	16"	48"	24.00
D-531-5011	300-500	19"	60"	30.50

PRICES — For complete Duplexalite and shade, without Mazda C lamp.



Painted Parchment Duplexalites in a Bachelor's Drawing Room



D-131-5015 Figured Silk Ring Duplexalite

RING DUPLEXALITES

THE most natural form of Duplexalite shade is that made of suitable materials suspended from the supporting ring. Somewhat less formal than Empire Duplexalites, the Ring Duplexalites offer an opportunity for a more intimate style of decoration.

FIGURED SILK RING DUPLEXALITES

Figured Silk Ring Duplexalites, as illustrated on the opposite page, are finished with antique gold braid and ornamental antique gold fringe, and include silk tassel over socket cover.

Number	Wattage of Lamp	Diameter of Shade	Length	Price
D-131-5015	100-150	12 $\frac{1}{4}$ "	36"	\$21.50
D-231-5015	200	14 $\frac{1}{4}$ "	48"	26.00
D-531-5015	300-500	16 $\frac{1}{4}$ "	50"	33.50

PRICES — For complete Duplexalite with shade and tassel, without Mazda C lamp.

COLOR "A"— Dragon with flowers on mulberry ground.

COLOR "B"— Same pattern on gold colored ground.

COLOR "C"— Same pattern on blue ground.

PLAIN SILK RING DUPLEXALITES

D-131-5014	\$22.50
D-231-5014	26.50
D-531-5014	33.50

PRICES — For complete Duplexalite with shade, fringe and tassel, without Mazda C lamp.

COLORS — Old Rose, Gold, and Ecu.



D-131-5014
Plain Silk Ring Duplexalite

CRETONNE RING DUPLEXALITES

D-131-5022	\$15.50
D-231-5022	19.00
D-531-5022	24.50
D-131-5018	\$15.50
D-231-5018	19.00

PRICES — For complete Duplexalite and shade without Mazda C lamp.

COLORS of No. 5022, Reds or Yellows predominating.

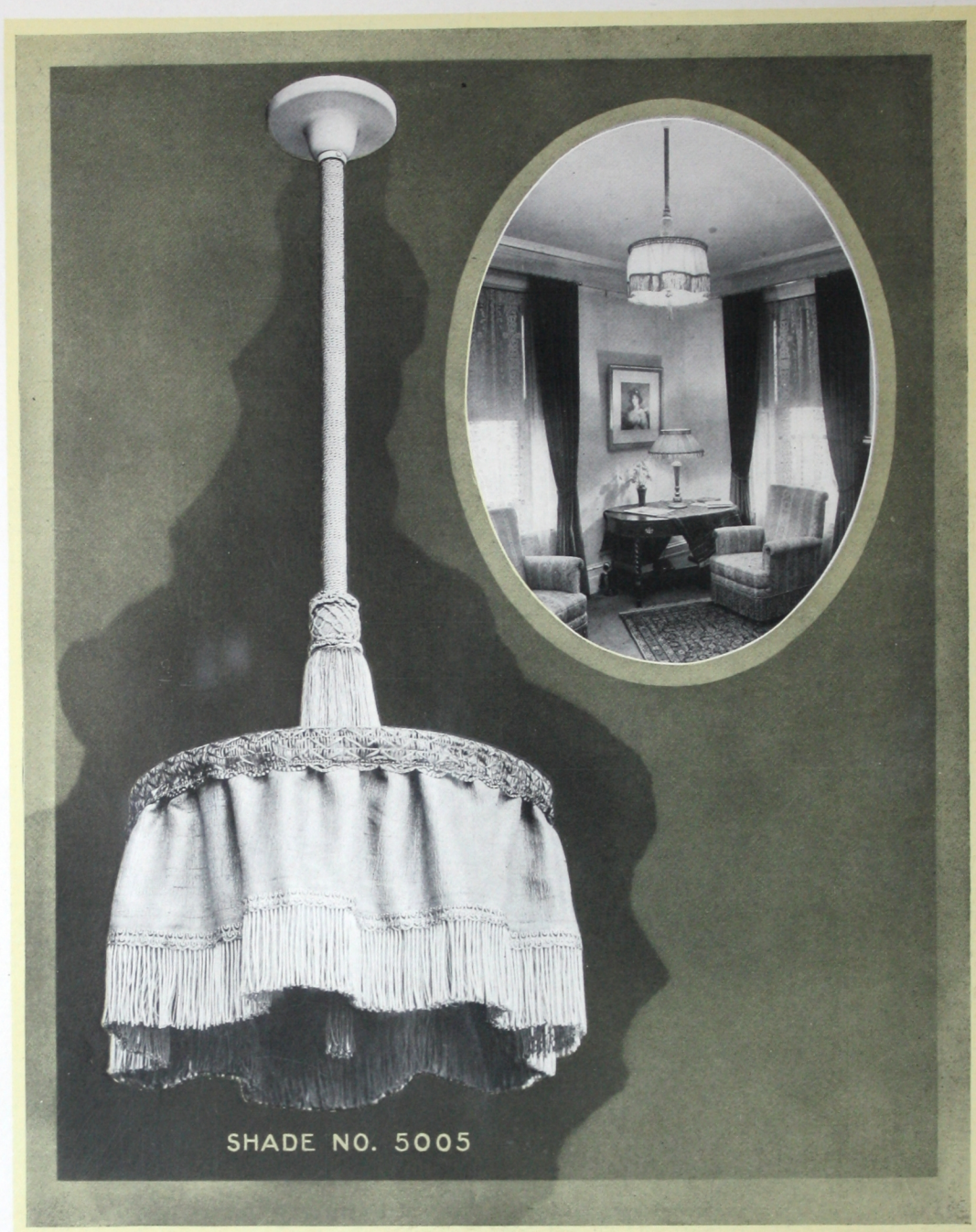
COLORS of No. 5018, Figures on Blue ground.



D-131-5018
Nursery Duplexalite



D-131-5022
Cretonne Ring Duplexalite



SHADE NO. 5005

DUPLEXALITES WITH SPECIAL SHADES

SHADE NO. 5005

Of draped silk, lined. Trimmed with antique gold lace and bullion fringe. Ornamental disc cover. Special colors.

WITH SPECIAL DUPLEX- ALITE HANGER AS SHOWN

D-4131-5005	\$60.00
D-4231-5005	70.00
D-4531-5005	90.00

WITH STANDARD DUPLEXALITE AND TASSEL

D-131-5005	\$42.00
D-231-5005	49.00
D-531-5005	62.50



SHADE NO. 5003



VIEW OF
CLOSED IN
BOTTOM

DUPLEXALITES WITH SPECIAL SHADES

SHADE NO. 5003

Chinese Dragon pattern, with bottom closed to edge of disc as shown in lower illustration.

WITH STANDARD DUPLEXALITE
AND TASSEL

D-131-5003	-----	\$44.00
D-231-5003	-----	53.50
D-531-5003	-----	63.50



DUPLEXALITES WITH SPECIAL SHADES

SHADE NO. 5024

Octagon shade, shirred silk with fringe and antique gold braid.

D-131-5024.....	\$39.00
D-231-5024.....	46.00
D-531-5024.....	58.50

SHADE NO. 5004

No. 5004-A, Japanese figures on Ecrú ground.
No. 5004-B, Oriental pattern.

D-131-5004 (A or B).....	\$41.50
D-231-5004 (A or B).....	50.50
D-531-5004 (A or B).....	59.50



DUPLEXALITES WITH SPECIAL SHADES

SHADE NO. 5001-B

In figured silk.

No. 5001-A is silk brocade.

Special colors.

D-131-5001 (A or B)	\$27.50
D-231-5001 (A or B)	33.00
D-531-5001 (A or B)	39.50

SHADE NO. 5000

Of silk crepe, black and white.

Also special designs and colors.

D-131-5000	\$24.50
D-231-5000	29.50
D-531-5000	39.00

SHADE NO. 5002

As illustrated

No. 5002-A is Imperial Chinese pattern.
No. 5002-B is Gothic Pattern, Old Gold.

D-131-5002 (A or B)	\$38.50
D-231-5002 (A or B)	43.00
D-531-5002 (A or B)	53.50

DUPLEXALITE SHADES AND FRAMES

Number	Page	SHADES IN CATALOGUED COLORS			SHADE FRAMES ONLY		
		100 Watt	200 Watt	500 Watt	100 Watt	200 Watt	500 Watt
S-5000	23	\$12.00	\$14.00	\$19.00	\$1.65	\$2.25	\$2.70
S-5001	23	11.50	14.00	16.00	1.65	2.25	2.70
S-5002	23	22.50	24.00	30.00	3.45	3.75	4.50
S-5003	21	28.00	34.50	40.00	3.45	3.75	4.50
S-5004	22	25.50	31.50	36.00	3.45	3.75	4.50
S-5005	20	23.00	26.50	34.50	.50	.75	1.10
S-5010	14	14.00	16.50	21.50	1.35	1.80	2.25
S-5011	17	7.50	8.50	10.50	1.35	1.80	2.25
S-5012	16	18.00	24.00	30.00	1.35	1.80	2.25
S-5014	19	6.50	7.50	10.00	.50	.75	1.10
S-5015	18	5.50	7.00	10.00	.50	.75	1.10
S-5018	19	3.00	3.50	4.50	.50	.75	1.10
S-5020	12	6.50	8.00	11.00	1.35	1.80	2.25
S-5021	10	5.50	6.50	9.00	1.35	1.80	2.20
S-5022	19	3.00	3.50	4.50	.50	.75	1.10
S-5024	22	23.00	27.00	35.00	3.45	3.75	5.25
Disc Screen A	24	2.50	2.50	2.50	.50	.50	.50
Disc Screen B	(Without Tassel)	1.50	1.50	2.25	.50	.50	.50
Stem Tassel D	12	3.50	3.50	3.50	---	---	---

For closing tops of shades to fit smaller sizes of Duplexalites add 10 per cent.

DUPLEXALITE DIFFUSING DISCS

NUMBER	FOR DUPLEXALITE	DIAMETER	PRICE EACH
D-52	D-131	8 Inch	\$1.05
D-53	D-231	9 Inch	1.35
D-54	D-531	10 $\frac{3}{8}$ Inch	1.65



Disc Screen "A"

DUPLEXALITE CANOPY SWITCHES

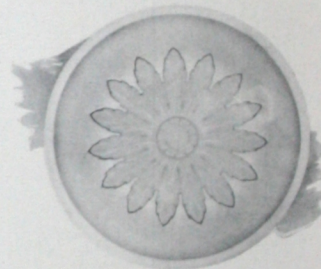
NO. D-29 PULL CHAIN SWITCH FOR CANOPY \$2.00

SHIPPING DATA

Standard Duplexalites are shipped complete in substantial cartons, as follows:

Number	Size of Carton	Weight
D-131	12 $\frac{1}{4}$ " x 12 $\frac{1}{4}$ " x 4 $\frac{1}{4}$ "	5 $\frac{1}{4}$ lbs.
D-231	14 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ " x 4 $\frac{1}{2}$ "	6 lbs.
D-531	16 $\frac{1}{4}$ " x 16 $\frac{1}{4}$ " x 5 $\frac{1}{2}$ "	8 lbs.

Five cartons of each size are shipped in a standard container.
Fabric and Parchment shades for Duplexalites are shipped in special packages.



Duplexalite Diffusing Disc